



SPRING 2022 STYLE GUIDE



MANIFESTO

OUR FRESH TAKE ON SPRING

Spring is a time for growth. Not just for nature, but for our homes and families as well. At Ace, we believe spring is the perfect time to celebrate growth opportunities. Trying new things. Learning how we can do it better.

Going **BIGGER, BRIGHTER, AND BOLDER.**

Whether it's planting a garden of your own or rolling on a fresh coat of paint, Ace can be your catalyst for growth this spring. With help from Ace, you can make sure you're growing in the right direction! We have everything you need to grow a **lush, green lawn** and plan a **healthy garden**, from outdoor power tools and planters to irrigation and soil nutrients. We have products to keep pests away, and grills and patio sets for your biggest family gatherings. This spring, we invite you to celebrate all this growth potential with your local Ace!



MOODBOARD

OCTOBER 27, 2021 9:14 AM



Product-focused | Colorful | Modern | Stylized | Clean

PHOTO DIRECTION

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For 2022, photography will have only two photo points of view - shooting into or overhead. There will be no perspective with horizon lines and out-of-focus backgrounds. This keeps the imagery consistent, crisp and modern. Set styling and propping really help to tell the story but should not overpower. Overall proposing in studio shoots and no location shoots needed.



Shoot into/simple environment

Stylized studio environment with wall and flooring

Environment should have a sense of place

Simple, non-distracting propping

Shoot straight into with no perspective

In focus, crisp directional shadows following 2020 lighting direction

Higher saturation and contrast with strong directional shadows

Shoot overhead/studio or simplified environment

Stylized studio environment or white/color sweep

If environment, can shoot at a slight angle but do not show horizon line

Simple, non-distracting propping

Shoot overhead, graphic and clean styling

In focus, crisp directional shadows following 2020 lighting direction

Higher saturation and contrast with strong directional shadows

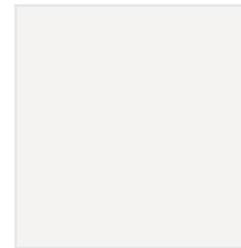
PRIMARY



ACE RED



SPRING GREEN



LIGHT GRAY

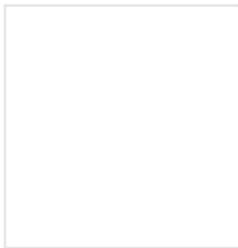
SECONDARY



BLACK



FRESH BLUE



WHITE

CMYK

C	0
M	100
Y	81
K	4

CMYK

C	74
M	15
Y	100
K	2

CMYK

C	3
M	4
Y	3
K	0

CMYK

C	0
M	0
Y	0
K	100

CMYK

C	73
M	27
Y	21
K	0

CMYK

C	0
M	0
Y	0
K	0

RGB

R	227
G	55
B	25

RGB

R	76
G	156
B	46

RGB

R	244
G	240
B	240

RGB

R	0
G	0
B	0

RGB

R	63
G	150
B	180

RGB

R	0
G	0
B	0

HEX

D40029

HEX

4C9C2E

HEX

F4F0F0

HEX

000000

HEX

3F96B4

HEX

FFFFFF

This color palette should be used across all channels in typography, graphic elements and backgrounds.

LOGO LOCKUP - Primary (Preferred)

OUR FRESH TAKE ON
SPRING

LOGO LOCKUP - Secondary (SALE)

SPRING **SALE**

LOGO LOCKUP REVERSED - Secondary (For dark or colored backgrounds)



Grey box for placement only

LOGO LOCKUP REVERSED - Secondary (For dark or colored backgrounds)



Grey box for placement only

Fonts have been selected for their simplicity, boldness and adherence to brand standards.

HEADLINE

Hackney

UPPERCASE

Optical Kerning - 25

SUBHEAD

Roboto Black

UPPERCASE

Optical Kerning - 0

Body

Roboto Regular

Sentence case

Optical Kerning - 0

Accent voice subheads

Run Wild

Sentence case

Metric Kerning - 0

Use Run Wild for lorem ipsum dolor and et al.

BACKGROUNDS

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Textures will be used to bring spring 2022 to life, adding dimension to collateral.



Green Grass



Dark Green Craft Paper



Light Green Craft Paper

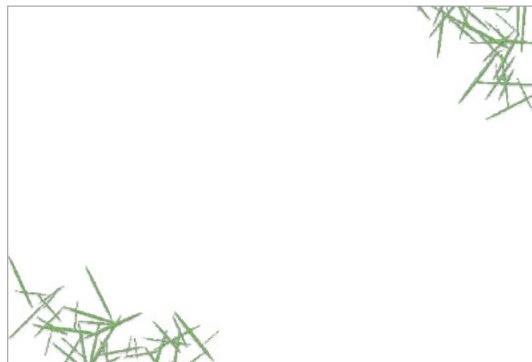


Whitewashed Wood

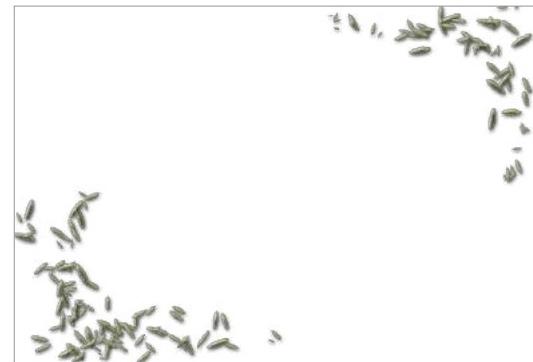


White Brick

Elements will be used to bring spring 2022 to life, adding dimension to collateral.



Grass Clippings



Scattered Seeds



Ticker Tape



Helpful Tip Bubble



Ace Helpful Vest Icon
Grey box for placement only

Collateral Examples

Vision

CURRENT

We want to move away from:

- out of focus backgrounds
- mixed with in-focus backgrounds
- backgrounds with a horizon line
- too many distracting background styles
- photoshopped composite images
- lighting not as narrowed down
- busy looking layouts
- not as tight story-telling
- too many angles in product layouts



FUTURE

And strive towards:

- simplified and refined photo POV
- shoot overhead or into only
- backgrounds are in-focus
- backgrounds are subtle/non-distracting
- consistent lighting
- lighting shapes & highlights product
- refined product & set styling
- less product & more curated layouts
- tells a story and sets the scene



CIRCULAR COVER | MARCH CONCEPT

OCTOBER 27, 2021 9:14 AM

ACE
The helpful place.

CIRCULAR COVER - March Concept

VALID NOW MARCH 1 - MARCH 31

SPRING SALE

ACE The helpful place.

TORO **SALE \$349.99**
Toro Recycler 21378 22 in. 150 cc Gas Self-Propelled Lawn Mower
XXXXXX NO LIMIT.

Miracle-Gro Flower and Plant Potting Mix 2 ft³ \$12.99
Miracle-Gro Flower and Plant Potting Mix 2 ft³
XXXXXX NO LIMIT.

Ace Flexogen 5/8 in. D X 100 ft. L Premium Grade Green Vinyl Hose \$39.99
Ace Flexogen 5/8 in. D X 100 ft. L Premium Grade Green Vinyl Hose
XXXXXX NO LIMIT.

Watering Can \$9.99
Watering Can
XXXXXX NO LIMIT.

Scotts Turf Builder Crabgrass Preventer Lawn Food For Grass \$64.99
Scotts Turf Builder Crabgrass Preventer Lawn Food For Grass
XXXXXX NO LIMIT.
Scotts Turf Builder

Scotts EZ Seed Mixed Sun/Shade Seed, Mulch & Fertilizer \$30.99
Scotts EZ Seed Mixed Sun/Shade Seed, Mulch & Fertilizer
XXXXXX NO LIMIT.
Scotts ezseed

Ace 65 in. L X 24 in. W Poly Rake Wood Handle \$10.99
Ace 65 in. L X 24 in. W Poly Rake Wood Handle
XXXXXX NO LIMIT.

Helpful Tip: When to Fertilize
Grass absorbs nutrients after early spring root growth. Be sure to fertilize your lawn around the first time it shows signs of needing to be mowed.

March Month Long AP1 2201226ML, 001, Versions: CA,DS,FN,NR,NW,SO,TR

CIRCULAR COVER | APRIL CONCEPT

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CIRCULAR COVER - April Concept

VALID APRIL 1 - APRIL 30

SPRING SALE

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SALE \$9.99
Corona ComfortGEL
Stainless Steel Pruners
XXXXXX
LIMIT 2 PAIRS

SALE \$10.99
Assorted Fiskars Handheld
Gardening Tools
XXXXXX
NO LIMIT.

ORTHO
SALE \$45.99
Ortho GroundClear
Vegetation Killer
XXXXXX
NO LIMIT.

ORTHO
SALE \$17.99
Ace 2 Gallon Lawn and
Garden Sprayer
XXXXXX
NO LIMIT.

Scotts
SALE \$25.99
Scotts EZ Seed Mulch &
Fertilizer Mix
XXXXXX
NO LIMIT.

Helpful Tip:
The Season for Seeds

Spring is the time to seed patches and thin areas of your lawn. Choose a seed that matches the amount of sunlight, and make sure it's at least 50°F outside.

April Month Long AP1 2201226ML, 001, Versions: CA,DS,FN,NR,NW,SO,TR

CIRCULAR COVER | APRIL INTERIOR SPREAD

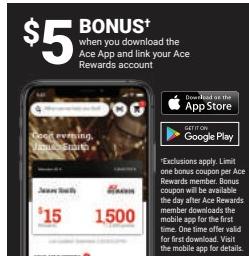
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The helpful place.

CIRCULAR - April Interior Spread Concept



YOUR LOCAL PLACE FOR PLANTING



Store Window Poster Concept (24"W x 36"H)



Store End Cap Concept (34"W x 18.25"H)



Cover Concept



Interior Spread Concept

An interior spread concept for an ACE catalog. It features a white brick wall background with several red stars scattered around. On the left, the ACE REWARDS logo is shown with the text 'Special savings ready for you'. Below it is the text 'Save now.' In the center, there is a large graphic of a woman in an orange jacket and blue jeans, smiling and holding a hose to water a lawn. To her left, a man is pushing a green wheelbarrow filled with soil or mulch across a lawn. The text 'FOLLOW THESE SIMPLE STEPS' is at the top, followed by 'to get your yard growing in the right direction!'. Three red callout boxes provide step-by-step instructions: 'STEP ONE: Weed & Feed' (describing Scotts Turf Builder), 'STEP TWO: Hydrate' (describing watering), and 'STEP THREE: Trim' (describing lawn mowing). The ACE logo is also present in the bottom left corner of the central area.

Home Page - Desktop

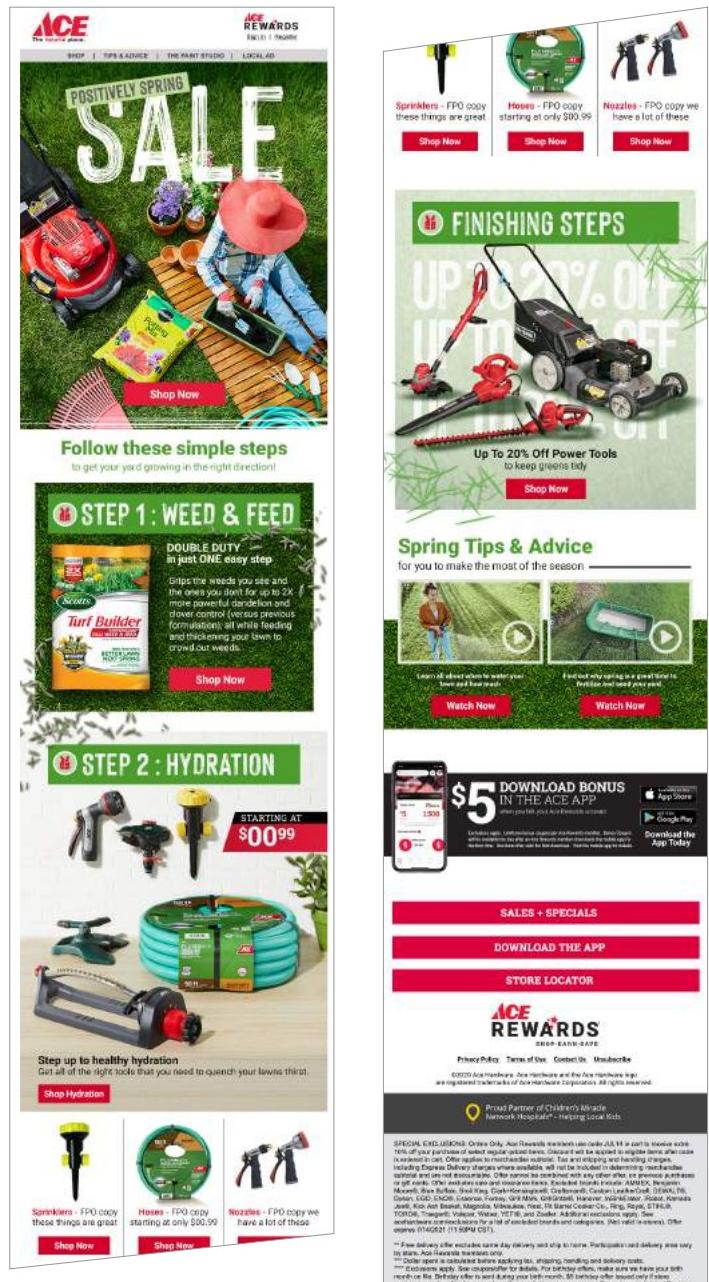
The desktop homepage features a prominent 'SPRING SALE' banner at the top. Below the banner are sections for 'Special Offers' (with a link to 'View Details'), 'Shop By Category' (listing items like Grills & Smokers, Patio Furniture, Coolers, Air Conditioners, Tool Storage, Outdoor Power Equipment, Outdoor Storage, and Gardening), 'Convenient Ways to Shop Ace' (listing options like Free Curbside Pickup, Free In-Store Pickup, Free Delivery from Store, Download the App, and We Assemble), and 'More Reasons to Love Ace' (featuring a woman with curly hair and a smiling man).

Home Page - Mobile

The mobile homepage follows a similar structure to the desktop version, starting with a 'SPRING SALE' banner. It includes sections for 'Special Offers' (with links to \$99.99 on Select FPO Product Name and \$99.99 on Select FPO Product Name), 'Shop By Category' (with smaller icons than the desktop version), and a large 'IT ALL STARTS WITH THE RIGHT TOOLS' section at the bottom.

This mobile homepage variation highlights 'ACE REWARDS' offers for 'Lawn Mowers', 'Power Tools', and 'Paint'. It also features a 'More Reasons to Love Ace' section with a woman smiling, a 'Heartware STORIES' section showing a person working on a project, and a 'ACE PROJECT PLACE' section featuring Chef Jason.

Email



The email template features a main banner at the top with a "SALE" graphic and a woman in a pink hat working in a garden. Below the banner, there's a section titled "Follow these simple steps" with a sub-section "STEP 1: WEED & FEED" showing a product image and a "Shop Now" button. Another section "STEP 2: HYDRATION" shows various irrigation tools and a "Shop Hydration" button. At the bottom, there are three product cards for "Sprinklers", "Hoses", and "Nozzles", each with a "Shop Now" button. The right side of the email contains a vertical sidebar with "FINISHING STEPS" offers, "Spring Tips & Advice" videos, and an app download bonus offer for \$5.

Facebook/Instagram 1080x1080 px



Instagram Story 1080x1920 px



Text Push 1200x1200 px



SEASON SOCIAL | CAROUSEL

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Facebook Carousel

Ace Hardware
Sponsored

Want the lush, green lawn you've always dreamed of? It's not that hard with help from Ace. Follow these steps and stop in for more lawn care tips. We're always happy to advise. #MyLocalAce

Spring SALE

Follow these simple steps to get your yard growing in the right direction!

Spring Lawn Care acehardware.com [Shop Now](#)

Like Comment Share



STEP 1: SEED & FEED

Scotts® Turf Builder
Eliminate weeds AND help...

[Shop Now](#)

STEP 2: HYDRATION

Gilmour® Flexogen Hose
Lawns need an inch of wat...

[Shop Now](#)

FINISHING STEPS

Craftsman® Lawn Mower
A perfectly trimmed lawn...

[Shop Now](#)

SLIDE 2

Eliminate weeds AND help your lawn absorb water.

SLIDE 3

Lawns need an inch of water a week, sometimes more during dry spells.

SLIDE 4

A perfectly trimmed lawn is like the cherry on top of all your hard work.